

**Amendments to the Claims**

Please amend the claims as follows. This listing of claims will replace all prior versions and listing of claims in the application.

1. (Currently Amended)      An interactive user interface, comprising:  
a first field listing a focal item company; and  
~~at least one additional~~ a second field containing a listing of items related to the focal item company, wherein the listing of items in the second field comprises a listing identifying companies that are a supplier to the focal item company that receive a threshold percentage of their revenue through sales to the focal item company, wherein certain of the related items in the second field include a hyperlink which, when activated by the user, causes the item corresponding to the activated hyperlink to become a new focal item company listed in the first field, such that the ~~at least one additional~~ second field transitions to list companies that are a supplier items related to the new focal item company that receive a threshold percentage of their revenue through sales to the new focal item company.

2. (Currently Amended)      The interactive user interface of claim 1, wherein certain of the related items in the ~~additional~~ second field include indicia of the relation to the focal item company.

3. (Currently Amended)      The interactive user interface of claim 2, wherein the interface includes a focal item input field in which a user may input an identifier for a new focal item company.

4. (Currently Amended) The interactive user interface of claim 2, wherein the indicia includes ~~at least one of~~ a graphical representation ~~and~~ or a color-coded representation of the relation to the focal item company.

5. (Cancelled)

6. (Currently Amended) The interactive user interface of claim ~~5~~ 1, wherein the focal item company is identified by ~~includes the~~ stock trading ticker symbol of the company.

7-8. (Cancelled)

9. (Currently Amended) The interactive user interface of claim ~~7~~ 1, ~~wherein the listing of related items in a second additional~~ further comprising a third field that includes a listing of items identifying companies that are a customer of the focal item company and from which the focal item company receives a threshold percentage of its revenue.

10. (Cancelled)

11. (Currently Amended) The interactive user interface of claim ~~9~~ 1, ~~wherein the listing of related items in a third additional~~ further comprising a third field that includes a listing of items identifying companies that are competitors of the focal item company.

12. (Original) The interactive user interface of claim 2, wherein certain of the related items include an associated mouseover such that, when a user maintains a cursor near the item for a sufficient time period, additional information about the item is presented to the user.

13. (Cancelled)

14. (Currently Amended) An interactive user interface, comprising:  
a first field listing a focal item, wherein the focal item includes an identifier for a company;  
a second field containing a listing of items that are identifiers for companies that are a supplier to the focal item that receive a threshold percentage of their revenue through sales to the focal item;  
a third field containing a listing of items that are identifiers for companies that are a customer of the focal item from which the focal item receives a threshold percentage of its revenue; and  
a fourth field containing a listing of items that are companies that are competitors of the focal item,

wherein certain of the items in the second, third and fourth fields include a hyperlink which, when activated by the user, causes the item corresponding to the activated hyperlink to become a new focal item listed in the first field, such that:

the second field transitions to list items that are identifiers for companies that are suppliers of the new focal item;

the third field transitions to list items that are identifiers for companies that are a customer of the new focal item; and

the fourth field transitions to list items that are identifiers for companies that are competitors of the new focal item.

15. (Original) The interactive user interface of claim 14, wherein certain of the related items in the second, third and fourth fields include an associated mouseover such that, when a user maintains a cursor near the item for a sufficient time period, additional information about the item is presented to the user.

16. (Original) The interactive user interface of claim 14, wherein certain of the related items in ~~at least one of~~ the second ~~and~~ or third fields include indicia of the relation to the focal item.

17. (Currently Amended) The interactive user interface of claim 16 wherein the indicia includes ~~at least one of~~ a graphical representation ~~and~~ or a color-coded representation of the relation to the focal item.

18. (Original) The interactive user interface of claim 14, wherein the interface includes a focal item input field in which a user may input an identifier for a new focal item.

19. (Currently Amended) A system for providing an interactive user interface to a user, the system comprising:

a server for serving a document containing the interactive user interface via a network to the user, the interactive user interface including:

a first field listing a focal item company; and

~~at least one additional~~ a second field containing a listing of items related to the focal item company, wherein the listing of items in the second field comprises a listing identifying companies that are a supplier to the focal item company that receive a threshold percentage of their revenue through sales to the focal item company, wherein certain of the related items include a hyperlink which, when activated by the user, causes the item corresponding to the activated hyperlink to become a new focal item company listed in the first field, such that the ~~at least one additional~~ second field transitions to list companies that are a supplier items related to the new focal item company that receive a threshold percentage of their revenue through sales to the new focal item company; and

a database in communication with the server for storing data about the ~~items~~ companies.

20. (Original) The system of claim 19, further comprising an alert engine in communication with the database for sending an alert message via the network to the user.

21. (Currently Amended) The system of claim 19, wherein certain of the related items in the ~~at least one additional~~ second field include indicia of the relation to the focal item company.

22. (Currently Amended) The system of claim 21, wherein the indicia include ~~at least one of~~ a graphical representation ~~and~~ or a color-coded representation of the relation to the focal item company.

23. (Cancelled)

24. (Currently Amended) The system of claim ~~23~~ 19, wherein the focal item company is identified by a ~~includes the~~ stock trading ticker symbol of the company.

25-26. (Cancelled)

27. (Currently Amended) The system of claim ~~25~~ 19, ~~wherein the listing of related items in a second additional~~ further comprising a third field that includes a listing of items identifying companies that are a customer of the focal item company from which the focal item company receives a threshold percentage of its revenue.

28. (Cancelled)

29. (Currently Amended) The system of claim ~~27~~ 19, ~~wherein the listing of related items in a third additional~~ further comprising a third field that includes a listing of items identifying companies that are competitors of the focal item company.

30. (Original) The system of claim 21, wherein the listing for certain of the related items includes an associated mouseover such that, when a user maintains a cursor near the item for a sufficient time period, additional information about the listing is presented to the user.

31. (Cancelled)

32. (Currently Amended) The system of claim 19, wherein the document further includes a focal item input field in which a user may input an identifier for a new focal item company.

33. (Currently Amended) A method of presenting data in an interactive user interface, comprising:

displaying a first page including:

a focal item company in a first field;

a second field containing a listing of items related to the focal item company in at least one additional field, wherein the listing of related items in the second field comprises a listing of companies that are a supplier to the focal item company that receive a threshold percentage of their revenue from the focal item company, wherein certain of the related items in the second field include a hyperlink; and

displaying a second page, when one of the hyperlinks of the first page is activated, wherein the second page includes:

the item corresponding to the activated hyperlink in the first field as a new focal item company; and

the second field contains a listing of new items related to companies that are a supplier to the new focal item company and that receive a threshold percentage of their revenue from the new focal item company in the at least one additional field, wherein certain of the ~~new related items~~ companies in the second field on the second page include a hyperlink.

34. (Currently Amended) The method of claim 33, wherein certain of the related items in the ~~additional fields~~ second field in the first page include indicia of the relation to the focal item company.

35. (Currently Amended) The method of claim 34, wherein the indicia include ~~at least one of a graphical representation and~~ or a color-coded representation of the relation to the focal item company.

36. (Cancelled)

37. (Currently Amended) The method of claim ~~36~~ 33, wherein the focal item company in the first page ~~includes~~ is identified by the stock trading ticker symbol of the company.

38-39. (Cancelled)

40. The method of claim ~~38~~ 33, wherein the first page further comprises a third field that contains ~~listing of related items in a second additional field in the first page~~ includes a listing



of items identifying companies that are a customer of the focal item company from which the focal item company receives a threshold percentage of its revenue.

41. (Cancelled)

42. (Currently Amended) The method of claim 40, wherein the first page further comprises a fourth field that comprises ~~listing of related items in a third additional field in the first page includes~~ a listing of items identifying companies that are competitors of the focal item company.

43. (Original) The method of claim 33, wherein the listing for certain of the related items in the first page include an associated mouseover such that, when a user maintains a cursor near the item for a sufficient time period, additional information about the item is presented to the user.

44. (Cancelled)

45. (Currently Amended) The method of claim 33, wherein each of the first and second pages further include a focal item input field in which a user may input an identifier for a new focal item company.

46. (New) An interactive user interface, comprising:  
a first field listing a focal item; and

a second containing a listing of items related to the focal item, wherein certain of the related items in the second field include a hyperlink which, when activated by the user, causes the item corresponding to the activated hyperlink to become a new focal item listed in the first field, such that the second field transitions to list items related to the new focal item,

wherein the focal item includes one of an identifier for a company or an identifier of an economic indicator; and

the second field includes:

when the focal item is an identifier for a company, a listing of items identifying companies that are selected from the group consisting of customers, suppliers or competitors of the focal item; and

when the focal item is an identifier of an economic indicator, a listing of items identifying companies whose stock price is known to change with changes to the economic indicator.

47. (New) A system for providing an interactive user interface to a user, the system comprising:

a server for serving a document containing the interactive user interface via a network to the user, the interactive user interface including:

a first field listing a focal item; and

a second field containing a listing of items related to the focal item, wherein certain of the related items in the second field include a hyperlink which, when activated by the user, causes the item corresponding to the activated hyperlink to become a new focal item listed

in the first field, such that the second field transitions to list items related to the new focal item;  
and

a database in communication with the server for storing data about the items,  
wherein the focal item includes one of an identifier for a company or an identifier of an  
economic indicator; and

the second field includes:

when the focal item is an identifier for a company, a listing of items identifying  
companies that are selected from the group consisting of customers, suppliers or competitors of  
the focal item; and

when the focal item is an identifier of an economic indicator, a listing of items  
identifying companies whose stock price is known to change with changes to the economic  
indicator.

48. (New) A method of presenting data in an interactive user interface, comprising:  
displaying a first page including:

a focal item in a first field;

a second field listing of items related to the focal item, wherein certain of the  
related items in the second field include a hyperlink; and

displaying a second page, when one of the hyperlinks of the second field of the first page  
is activated, wherein the second page includes:

the item corresponding to the activated hyperlink in the first field as a new focal  
item; and

a listing of new items related to the new focal item in the second field, wherein certain of the new related items in the second page include a hyperlink,

wherein the focal item includes one of an identifier for a company or an identifier of an economic indicator; and

the second field includes:

when the focal item is an identifier for a company, a listing of items identifying companies that are selected from the group consisting of customers, suppliers or competitors of the focal item; and

when the focal item is an identifier of an economic indicator, a listing of items identifying companies whose stock price is known to change with changes to the economic indicator.

49. (New) An interactive user interface, comprising:

a first field listing a focal item company; and

a second field containing a listing of items related to the focal item company, wherein the listing of items in the second field comprises a listing identifying companies that are a customer of the focal item company and from which the focal item company receives a threshold percentage of its revenue, wherein certain of the related items in the second field include a hyperlink which, when activated by the user, causes the item corresponding to the activated hyperlink to become a new focal item company listed in the first field, such that the second field transitions to list companies that are a customer of the new focal item company and from which the new focal item company receives a threshold percentage of its revenue.

50. (New) A system for providing an interactive user interface to a user, the system comprising:

a server for serving a document containing the interactive user interface via a network to the user, the interactive user interface including:

a first field listing a focal item company; and

a second field containing a listing of items related to the focal item company, wherein the listing of items in the second field comprises a listing identifying companies that are a customer of the focal item company and from which the focal item company receives a threshold percentage of its revenue, wherein certain of the related items include a hyperlink which, when activated by the user, causes the item corresponding to the activated hyperlink to become a new focal item company listed in the first field, such that the second field transitions to list companies that are a customer of the new focal item company and from which the new focal item company receives a threshold percentage of its revenue; and

a database in communication with the server for storing data about the companies.